

SOUTH ROCKHAMPTON HIGHWAY COMMERCIAL AREA

Description

The South Rockhampton Highway Commercial Area includes the commercial strip / linear development located along either side of Gladstone Road and George Street, which is the main north-south arterial road on the southern side of the City. The Area also incorporates some properties with frontage to adjoining streets that are suitable for commercial development, but not developed for this purpose.

The Area commences at the juncture of Port Curtis Road and Gladstone Road, extending to the intersection of George Street and Albert Street. The Area can be divided into two (2) parts: south of the William / George Street intersection and north of the William / George Street intersection. There is a large park at this intersection, in the centre of this Area, known as Central Park. This is one of the City's formal civic parks, which is well maintained and strategically positioned to attract visitors to the City.

The land is flat and development in the Area is generally low rise, not exceeding three (3) stories, or equivalent, in height. Only some properties located in the southern half of the Area are flood prone. The properties that are flood prone are designated "Flood Fringe High Hazard" or "Flood Fringe Low Hazard".

Whilst there are still a number of residential houses remaining throughout the Area, and particularly in the south-eastern portion of the Area and the northern end of the Area, the Area has a predominantly commercial character, generally incorporating the range of uses listed below. The south - eastern portion of the Area (as described above) incorporates more retail and service type industry uses, while the northern portion incorporates more residential uses, including motels, as well as fast food outlets. Dominant uses in the Area include:

- Light or service industries, particularly related to the automotive and agricultural industries, including vehicle showrooms and service stations;
- Large and small scale retail showrooms / warehouses;
- Motels (some incorporating restaurant facilities) and a hotel and bottleshops;
- Fast food outlets (some incorporating drive-through facilities); and
- Shops

Intent

The South Rockhampton Highway Commercial Area is a Highway Business Centre in the hierarchy of centres in Rockhampton. Accordingly, it is intended that this Area will incorporate destination activities that act as a frame for the higher order centres and accommodate commercial development that relies significantly on having a highway exposure. Commercial development has existed in this location for a number of years and, as expected, has developed



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in a strip / linear fashion. Given that this is the main arterial road through the City, with businesses focussing on and taking advantage of the highway exposure, it is intended to be developed with a variety of uses that rely on the highway for exposure.

However, it is expected that new development in this highway business centre will provide all carparking on site, as specified in the Parking and Access Code, given that it is not desirable to promote carparking in the road reserve on this major arterial traffic route. Accordingly, sites should not be developed on the assumption that Council will support a relaxation of the carparking requirement, subject to a monetary contribution or otherwise.

The intent for the northern portion of the Area is to primarily accommodate motels, service stations, and fast food outlets, which primarily attract or service visitors passing through the City. While in the southern portion of the Area it is intended to primarily accommodate retail showrooms and warehouses, which primarily attract or service residents of the City or the Region. However, this Area is not intended to accommodate supermarkets and specialty stores, department stores including discount department stores, variety stores including discount variety stores, and direct factory outlets or the like. Further, it is not intended to accommodate office activities within the commercial premises definition or other activities that would undermine the role of the CBD or other centres.

Whilst it is not Council's intention to encourage strip / linear development along major access roads throughout the City, it is accepted that many of the current uses in this location provide a necessary service, particularly to visitors to the City, and their continued presence is consistent with the intent of this Area. However, those existing commercial uses, or any new uses that do not rely heavily on a highway frontage for exposure (such as professional offices and function facilities), are not uses consistent with the intent of the Area. Also, tourist uses that do not rely on highway exposure are preferably located in the CBD.

The boundaries of this Area have been determined based on existing commercial land uses as well as other adjoining land identified by its location as being suitable for commercial development. Consequently, development outside of the boundaries of this Area (i.e. in an adjoining Area) which is asserted to be an appropriate expansion or extension of this Area, will not, as a general proposition, be consistent with the intent of this Area. However, such development may be favourably considered if:

- the development application for the proposed development includes both land in this Area and land in an adjoining Area;
- land within this Area comprises not less than 50% of the total land area included in the application;
- the proposed development relies primarily on highway frontage for exposure and vehicle access;
- those aspects of the development to be carried out on land in the adjoining Planning Area enhance the overall achievement of the intent for that Area by providing a form of less intensive transition



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between the highway-fronting industrial or commercial activities in this Area and residential use in the adjoining Area.

Due to an overall lack of flood free industrial land on the south side of the City, the establishment of additional light / service industries in the southern portion of this Area, that primarily service residents of the City, with a direct point of sale to the public, will be consistent with the intent of the Area. However, such uses would need to be of a high quality standard of design and demonstrate that they will not have a detrimental impact on the amenity of the surrounding residents. Those parts of the Area designated as "Flood Fringe High Hazard", are intended to be developed for uses more suited to this constraint, such as plant nurseries, and vehicle showrooms, etc.

The linear nature of this commercial area means that the interface with residential areas is extended over a long distance, consequently, new development or the expansion of existing development will be required to implement measures to reduce this impact. Proposals which include land in an adjoining Area, as discussed above, are more likely to be favourably considered if the design takes advantage of the additional land to enhance the extent to which these measures can effectively be taken. Depending on the circumstances, these measures may include:

- Landscaped buffers and acoustic fencing;
- Appropriate location of access and egress to sites, as well as adequate manoeuvring areas, away from neighbouring properties;
- The provision of adequate carparking on site;
- Restricted hours of operation; and
- A reduced height in proximity to residential boundaries.



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Material Change of Use / Building Work

Development Type	Primary Code(s)
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Self Assessable

The following uses are Self Assessable development only when complying with all of the relevant Acceptable Solutions contained within the Applicable Primary Code(s) **and** when only involving minor building works.

• Community Facility	Commercial Centres Self Assessable Code
• Restaurant , when north of the William/George Street Intersection and not including a drive-through	Commercial Centres Self Assessable Code
• Take-away Food Store	Commercial Centres Self Assessable Code
• Home Occupation	Home Occupation / Home Based Business Code
• Outdoor Sport and Recreation , on land designated as Public Open Space on the South Rockhampton Highway Commercial Area Map and where not an ERA	Sports and Recreation Code

Code Assessable

For advice on all the codes applicable, refer to section 5.1 to 5.3 of this Planning Scheme.

North of the William / George Street Intersection

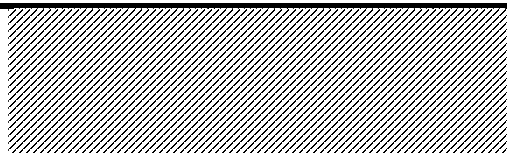
• Accommodation Building	Multi Unit Dwelling, Accommodation Building and Duplex Code
• Building work at a Heritage Place	Heritage Place Code
• Building work for a Swimming Pool	Swimming Pool Code
• Car Wash	Activity Centres Code
• Caretakers Residence , which is not at ground level or is behind a non residential use or when on land designated as Public Open Space on the South Rockhampton Highway Commercial Area Map	Caretakers Residence Code
• Community Facility , when not self assessable development	Activity Centres Code
• Home Based Business	Home Occupation / Home Based Business Code
• Restaurant , when not self assessable development	Activity Centres Code
• Service Station	Service Station Code
• Take-away Food Store , when not self assessable development.	Activity Centres Code

South of the William / George Street Intersection

• Building work at a Heritage Place	Heritage Place Code
• Building work for a Swimming Pool	Swimming Pool Code
• Bulk Store	Industrial Use Code
• Car Wash	Activity Centres Code
• Caretakers Residence , which is not at ground level or is behind a non residential use or when on land designated as Public Open Space on the South Rockhampton Highway Commercial Area Map	Caretakers Residence Code
• Community Facility , when not self assessable development	Activity Centres Code
• Emergency Services , where not on flood prone land	Activity Centres Code
• Home Based Business	Home Occupation / Home Based Business Code
• Nursery / Garden Centre	Activity Centres Code
• Service Station	Service Station Code
• Showroom	Activity Centres Code
• Take-away Food Store , when not self assessable development.	Activity Centres Code
• Warehouse	Industrial Use Code

Impact Assessable

- Any other Material Change of Use and associated Building Work for what is not otherwise stated as Exempt, Self Assessable or Code Assessable Development.



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- Building work for demolition of a Heritage Place.
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Operational Work / Reconfiguring a Lot

Development Type

Primary Code(s)

Self Assessable

The following uses are Self Assessable development only when complying with all of the relevant Acceptable Solutions contained within the Applicable Primary Code(s).

- **Advertising Sign**, nominated as Group A in Schedule 1 of Planning Scheme Policy No. 9 – Signage for a Commercial Area or Precinct that are not a Third Party Sign, a Flashing Sign or a Free Standing Sign. Part A of the Signage Code

Code Assessable

For advice on all the codes applicable, refer to section 5.1 to 5.3 of this Planning Scheme.

- **Advertising Sign**, nominated as Group A in Schedule 1 of Planning Scheme Policy No. 9 – Signage for a Commercial Area or Precinct that is;
 - (a) not complying with all the relevant Acceptable Solutions listed in the Signage Code and is not a Third Party Sign or a Flashing Sign; or
 - (b) a Freestanding Sign. Signage Code
- **Advertising Sign**, nominated as Group B in Schedule 1 of Planning Scheme Policy No. 9 – Signage for a Commercial Area or Precinct that are not a Third Party Sign or a Flashing Sign. Signage Code
- **Operational work for excavation or filling** Filling or Excavation Code; and Steep or Unstable Land Code
- **Operational work for Reconfiguring a Lot** Reconfiguring a Lot Code; and External Works and Servicing Code
- **Reconfiguring a Lot**, where no additional allotments are created or where additional allotments are created, all resulting allotments have an area of 600m² or more. Reconfiguring a Lot Code

Impact Assessable

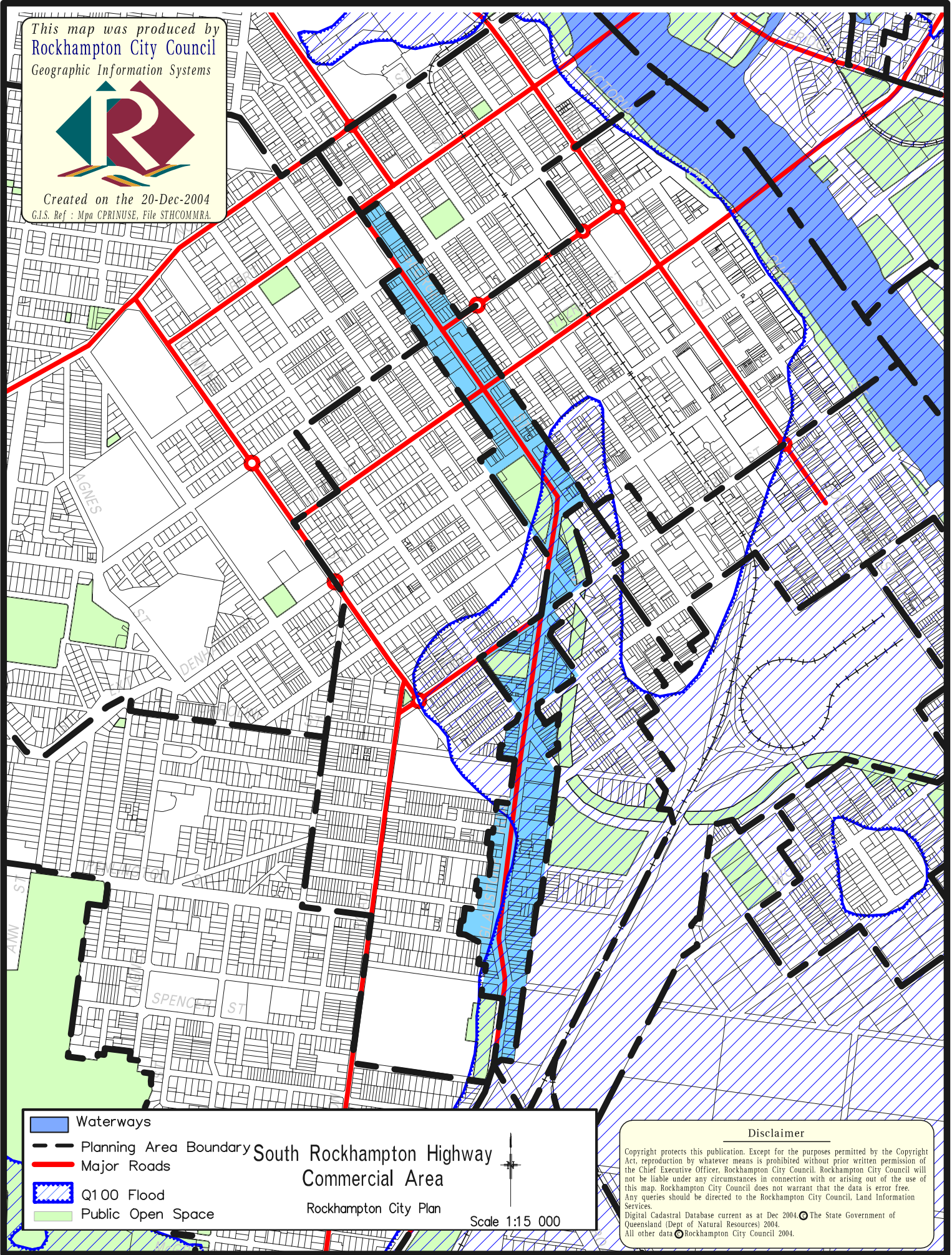
- **Reconfiguring a Lot**, where additional allotments are created and one or more resulting allotments is less than 600m²
- **Advertising Sign**, not nominated as Group A or B in Schedule 1 of Planning Scheme Policy No. 9 – Signage for a Commercial Area or Precinct.
- **Advertising Sign**, being a Third Party Sign or a Flashing Sign.



This map was produced by
Rockhampton City Council
Geographic Information Systems



Created on the 20-Dec-2004
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- Waterways
- Planning Area Boundary
- Major Roads
- Q100 Flood
- Public Open Space

South Rockhampton Highway Commercial Area

Rockhampton City Plan

Scale 1:15 000

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